

335 Spreckels Drive, Suite F
Aptos, CA 95003
Phone: 831.685.6506
FAX: 831.685.6504



email: info@organic-ingredients.com
www.organic-ingredients.com

5/14/01

Keith Jones
Program Manager
USDA-AMS-TM-NOP
Room 2945 - South Building
PO Box 96456
Washington, DC 20090-6456

Dear Keith,

I am writing in support of J.R. Wood's (JRW) petition to keep certified organic individually quick frozen peaches ("organic peaches") on the market. Prior to JRW offering "organic peaches", there were none on the market. Because of JRW's efforts, organic growers now have a regular market and receive a fair price for their highest grade of processing peaches and the industry as a whole has benefited from the many new products that are available. These products range from fruit in a jar to baked goods, yogurt, ice cream and sorbets, smoothies, salsa and many other products where fruit identity is a key attribute of the product.

"Organic peaches" are a critical component of Organic Ingredients (OI) product mix, and as one of the largest food ingredient suppliers to the natural food industry, OI depends on JRW for its supply of "organic peaches". OI offers them as an industrial ingredient and as part of a food service program to a nationwide chain of natural foods distributors. Through the food service program, the peaches find their way into bakeries, juice bars, commissaries, and a variety of small-scale manufacturers that produce ready to eat products for retail distribution. In addition to the products already on the market, OI and its customers have a number of products containing "organic peaches" in R&D.

Peach products have gained a lot of momentum in the marketplace and peach has quickly become one of the hot new flavors that manufacturers want to add to their product lines. Since Potassium Hydroxide is currently the only viable organic method to peel peaches, if it is eliminated as an organic processing aid, all of the products currently on the market and those in the R&D stage that contain "organic peaches" will have to be discontinued. This would be a blow to the industry.

In addition to consumers having less variety to choose from, the loss of revenue will trickle down from the retail level all the way to the farm gate. To lose "organic peaches" at this critical juncture would be a setback to the industry as a whole. In your infinite wisdom, please help the organic industry by allowing Potassium Hydroxide to continue to be used as an organic processing aid to peel peaches.

Sincerely,

Andrew Poston
Project Manager